



State of California—Health and Human Services Agency
Department of Health Services



ARNOLD SCHWARZENEGGER
Governor

November 12, 2004

TO: PROSPECTIVE PROPOSERS

SUBJECT: REQUEST FOR PROPOSAL (RFP) 04-35219
CALIFORNIA ANTI-TOBACCO PUBLIC RELATIONS CAMPAIGN
ADDENDUM NUMBER 1

On November 5, 2004, the California Department of Health Services, Tobacco Control Section (DHS/TCS), released RFP 04-35219 entitled "California Anti-tobacco Public Relations Campaign." After the mailing of the RFP, an omission was discovered.

Attachment 10, Budget Summary and Cost Proposal, was incomplete in the copies that were mailed. Only the first page was included. The entire Attachment 10 is enclosed.

Those who download the fillable Attachment 10 Excel file from <http://www.dhs.ca.gov/tobacco/html/RequestforApplications.htm> should be sure to complete and submit all worksheets. If the print dialogue indicates that only the Active Sheet is selected, change the selection to Entire Workbook to make sure all pages are printed.

The Appendix with the tentative contract language, Exhibits A1 through G, has been removed from the DHS/TCS web site temporarily. If you already downloaded these exhibits, please discard them. There will be further information about the contract exhibits on the web site, on or about the date of the Pre-proposal Teleconference, November 19, 2004.

We apologize for any inconvenience that these changes may cause.

If you have any questions regarding this addendum, please contact Kurt M. Fowler, Media Administrative Analyst, TCS, at (916) 449-5724.

Sincerely,

Robin Shimizu
Assistant Chief
Tobacco Control Section

Enclosure